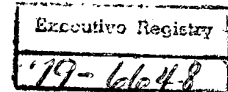
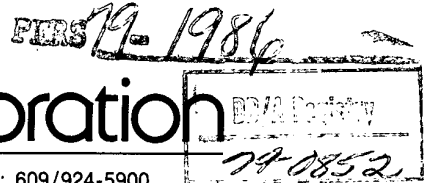


Opinion Research Corporation

NORTH HARRISON STREET, PRINCETON, NEW JERSEY 08540 / TELEPHONE: 609/924-5900



MICHAEL R. COOPER, Ph.D.
Vice President
Director, Employee Relations Programs

March 6, 1979

Admiral Stansfield Turner
Director
Central Intelligence Agency
Washington, D.C. 20505

Dear Admiral Turner:

In a recent front page New York Times article, the CIA is described as an Agency suffering from "plummeting morale." In fact, from our perspective, high turnover, caused most recently by a new wave of early retirements and resignations in the CIA, may be just one symptom of this declining morale.

Generally, the longer a situation comprised of deteriorating attitudes is allowed to continue, the slower and more painful becomes the process of positive change. This change process might begin at the CIA with a baseline assessment of employee attitudes. Taking a good look at the CIA through the eyes of your employees can provide an enlightening perspective on the Agency's strengths and weaknesses.

Opinion Research Corporation has been conducting proprietary Employee Relations Surveys since 1938 and possesses an extensive normative data bank which allows our clients to compare their employees' attitudes with the attitudes expressed by similar employees in other organizations. We are currently conducting Employee Survey Programs for the Federal Trade Commission and the Nuclear Regulatory Commission. We have conducted over 400 Employee Opinion Surveys for organizations of all sizes, with normative data available from approximately 200,000 employees surveyed in 200 organizations.

I have enclosed a short brochure describing ORC's Employee Relations Survey Programs. An Employee Relations Procedures Handbook is also available to our clients.



79-0852

Admiral Turner

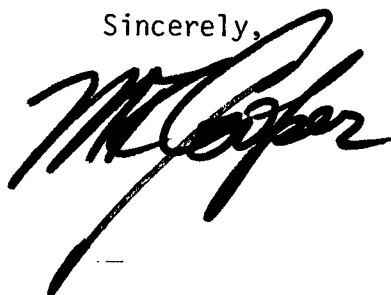
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March 6, 1979

If you are interested in learning more about our services and how they can be of use to the CIA, we should get together to discuss your needs and our services in greater detail.

I am sure that you will find us as our clients do -- highly reputable, quite professional, and full of valuable experiences that prove to be extremely instrumental in conducting Employee Relations Programs.

Sincerely,

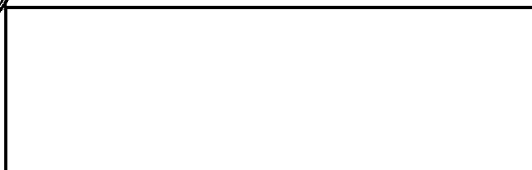
A handwritten signature in black ink, appearing to read "M. C. Baker". The signature is fluid and cursive, with a long, sweeping underline that extends to the left.

MRC/rad
Enclosure

SENDER WILL CHECK CLASSIFICATION TOP AND BOTTOM			
UNCLASSIFIED		CONFIDENTIAL	
OFFICIAL ROUTING SLIP			
TO	NAME AND ADDRESS	DATE	INITIALS
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	ACTION	DIRECT REPLY	PREPARE REPLY
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Remarks: Bob - This is the item that I mentioned to you a few days ago. It's a routine quest for business and unless we had reason to be interested in their (orn)			
FOLD HERE TO RETURN TO SENDER			
FROM: NAME, ADDRESS AND PHONE NO.			DATE

services doesn't require
any response or further
action. Suggest that
you clear the books
with Ben Evans' office
in case they have it
picked for action.

STAT



UNCLASSIFIED	CONFIDENTIAL	SECRET
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EXECUTIVE SECRETARIAT (O/DCI)**Routing Slip**

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Remarks:

Executive Secretary

Date